

REMARKS

Claims 7-10 are pending in the present application. Claim 9 and the title have been amended. No new matter has been added by the amendments, which find support throughout the specification and figures. It is respectfully submitted that the claim amendments do not require additional search, simplify issues for appeal, and/or place the claims in condition for allowance. Therefore, it is respectfully requested that the amendments be entered. In view of the amendments and the following remarks, favorable reconsideration of this application is respectfully requested.

The Office Action objects to the title of invention as not descriptive so as to help one having ordinary skill in the art understand the nature of the subject matter. The title has been amended to be more descriptive and is in agreement with the preamble to the pending claims. Therefore it is submitted that the title as presented is sufficiently descriptive and it is therefore requested that the objection to the title be withdrawn.

Claim 9 is objected to based on an informality identified by the Examiner. Claim 9 is amended herein as suggested by the Examiner, and therefore it is respectfully requested that the objection to the claim be withdrawn.

Claims 7-10 are rejected under 35 U.S.C. 102(e) as being anticipated by United States Patent No. 5,937, 391 to Ikeda et al. (hereinafter Ikeda). Applicants respectfully traverse.

Claim 7 relates to an order accepting method for discounting a purchase money amount based upon an incentive point used by a customer when a goods order is accepted in on-line shopping. The method of claim 7 includes ***outputting information related to an entity who shares a discount money amount to the terminal of the customer in an on-line manner after the order has been settled.***

The Examiner asserts that Ikeda discloses the feature of the outputting information related to an entity who shares a discount money amount to the terminal of the customer in an on-line manner *after* the order has been settled. (Office Action; page 6, lines 3-11; citing Ikeda: col. 6, lines 29-38; and figures 5-6). However, the discussion in the Office Action repeatedly refers to displaying points *before* the customer's order is accepted, processed, or settled (Office Action; page 6, lines 11-15). Additionally, the cited section of Ikeda states:

FIG. 6 shows an example of the display screen (home page) of the online shopping mall transmitted from the mall server to the customer in step 2 shown in FIG. 5. FIG. 6 shows the data of the goods, prices, advertisement of each shop forming part of the online shopping mall; the number of points issued to and currently accumulated by a customer; the nearest expiring term of the points held by the customer, that is, the oldest effective term of the points among all the points accumulated by the customer; and the points issue ratio and the points redeeming ratio for each shop.

(Ikeda; col. 6, lines 29-38). There is no indication in the cited section of Ikeda that information relating to an entity sharing a discount money amount is output to a terminal of a customer *after* an order has been settled. Therefore, Ikeda does not disclose the claimed feature and claim 7 is not anticipated by Ikeda.

Additionally, claim 7 indicates that information related to *an entity who shares a discount money amount* is output to the terminal of the customer in an on-line manner. The Examiner asserts that Ikeda discloses this feature in a discussion of points being held by a customer, a points issue ration, and a points redeeming ratio for each shop. (Ikeda; col. 6, lines 29-38). However, there is no indication that a discount money amount is shared by any entity. As the preamble to claim 7 indicates, *a purchase money amount is discounted based upon an incentive point* used by a customer. Therefore, the points discussed in Ikeda cannot anticipate both the discount money amount and the incentive points of claim 1 without eliminating an

element of the claim. This is especially true when considering that a points redeeming ratio is applied for each shop, thereby changing the points of Ikeda applicable to each shop, and thereby ensuring that the points of Ikeda cannot be considered *to be shared* in any respect.

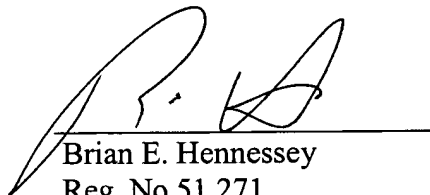
Claims 8-10 depend from claim 7 and are therefore allowable for at least the same reasons as claim 7 is allowable.

Additionally, claim 9 indicates that the discount money amount is determined in correspondence with a total number of incentive points used by the customer. The method of amended claim 9 also includes *applying to the customer's order* the incentive point used by the customer *when the advertisement information related to said sponsor is outputted* in an on-line manner to the terminal of the customer. There is no specific citation in the Office Action to Ikeda disclosing this feature, and it is respectfully submitted that Ikeda does not disclose such a feature. Therefore, for at least this additional reason, claim 9 is allowable.

In view of the remarks set forth above, Applicants submit that the application is in condition for allowance. However, if for any reason the Examiner should consider this application not to be in condition for allowance, the Examiner is respectfully requested to telephone the undersigned attorney at the number listed below prior to issuing a further Action.

Any fee due with this paper may be charged to Deposit Account No. 50-1290.

Respectfully submitted,



Brian E. Hennessey
Reg. No 51,271

CUSTOMER NUMBER 026304

Tel: (212-940-8800)

Fax: (212) 940-8986/8987

Docket No.: SCET 18.702 (100809-16250)